

Expanded Nielsen - Months (OLD)

Database as of DEC 1993

through June 1991 qtr.

TOTAL U.S.

Nielsen Integrated database:Sept91 qtr-Dec95 qtr

	PHILIP MORRIS UNITS SOLD (000) Shr	TOT MARLBORO UNITS SOLD (000) Shr
MAR 1988 qtr	39.39	23.61
JUN 1988 qtr	39.64	23.99
SEP 1988 qtr	39.40	23.67
DEC 1988 qtr	39.76	23.91
MAR 1989 qtr	40.21	24.07
JUN 1989 qtr	40.53	24.39
SEP 1989 qtr	40.76	24.74
DEC 1989 qtr	40.78	24.54
MAR 1990 qtr	41.43	24.87
JUN 1990 qtr	41.54	25.07
SEP 1990 qtr	41.83	25.22
DEC 1990 qtr	42.16	24.67
MAR 1991 qtr	42.56	24.56
JUN 1991 qtr	43.01	24.96
SEP 1991 qtr	43.34	25.36
DEC 1991 qtr	43.05	24.78
MAR 1992 qtr	43.55	24.43
JUN 1992 qtr	43.17	24.16
SEP 1992 qtr	42.00	23.84
DEC 1992 qtr	41.72	23.13
MAR 1993 qtr	41.57	22.19
JUN 1993 qtr	43.51	24.01
SEP 1993 qtr	44.83	26.27
DEC 1993 qtr	45.05	26.94
MAR 1994 qtr	45.44	27.22
JUN 1994 qtr	46.46	28.44
SEP 1994 qtr	46.33	29.12
DEC 1994 qtr	46.37	29.43
MAR 1995 qtr	47.48	30.59
JUN 1995 qtr	46.63	29.96
SEP 1995 qtr	47.12	30.62
DEC 1995 qtr	48.05	31.59